Adoption of sustainability practices: Auckland Hotels

Newlands K. J. Unitec Institute of Technology, Auckland

Schitko, D. AUT University of Auckland

Attached

Abstract one page

PowerPoint Presentation five pages, 25 slides

Presentation see Conference programme see listing on page 7/9, Pukete Room 1100-1230
Adoption of sustainability tourism practices: Auckland hotels.

Newlands, K. J. Unitec Institute of Technology Auckland New Zealand  
Schitko, D. AUT University Auckland New Zealand

Abstract
This paper reports the findings of a survey of the reasons for adoption or non-adoption of sustainable practices by hotels in the greater Auckland region.

New Zealand prides itself on its clean green image. For over ten years Tourism New Zealand has used this catch cry to promote New Zealand. However some customers are becoming increasing aware that New Zealand is not as green as it portrays, many are actively choosing to stay in accommodation that is really green.

A major longitudinal study of sustainability in SME’s by Waikato University includes a small representation of the retail hotel and restaurants sector (11%) amongst the industries respondents (Collins, Lawrence, Roper & Haar, 2010). While that work indicates an increase in the adoption of sustainable business practices, this survey focuses primarily on the hospitality sector of the tourism industry, to provide a more in-depth review of the adoption such practices.

The Tourism Industry Association (2011) ‘Strategy towards 2015’ is based on the principles adopted of Kaitiakitanga and Manaakitanga. ‘Kaitiakitanga’ means guardianship, care and protection. It provides a basis for an approach to sustainably managing the natural and cultural environment for current and future generations. ‘Manaakitanga’ means sharing exceptional and natural hospitality, knowledge and beliefs, on the basis of mutual respect between host and visitor.

Rod Oram (2011), a business commentator, headlined an article about the 2011 merger of Business New Zealand’s Sustainability Business Forum and the New Zealand Business Council for Sustainable Development Sustainability into a new entity the Sustainable Business forum as “Sustainability key to success.” Oram noted that the three top reasons that companies adopted sustainable practices were to improve efficiency and reduce costs, safeguard their reputation and thirdly to spur growth.

This research quantifies the extent of the adoption of sustainable practices, and the reasons for their adoption or otherwise amongst Auckland hotels.

Key Words: Sustainability, business practices, Auckland, hotels

References

Kia Ora.
"Sustainable tourism practices: Auckland hotels"

Ken Newlands (Unitec) and Denise Schikto (AUT)
NZTHR Conference 9-12 Dec 2014 Novotel Tahkui hotel
Hamilton New Zealand

Methodology
Replicate early sustainability research of Collins, Lawrence, Roper and Hear but apply to hospitality industry and Auckland hotels in particular.
Initial search of tourism accommodation websites suggested 200 hotels in greater Auckland.
Discovered many listed hotels did not meet usual criteria of a hotel, e.g. no inhouse restaurant.
Ethics approval from partner institutions Unitec and AUT
Personal phone call to establish email contact details
Seven interviews and invitation to respond on line Voic.
Reminders and offer of personal interview,
47 respondents 80 Auckland hotels

Background
Dr Eva Colline, Prof Stewart Lawrence, Prof Juliet Roper and Dr Jarrod Haar Waikato Management School University of Waikato, Longitudinal study in 2003, 2006, 2010 but only 11% respondents from hotel, restaurant sector.
Adoption or not of sustainable business practices?
Importance of social and environmental strategies in sustainable strategy
Tourism Industry strategy "Towards 2025" is based on the principles of Kaitiakitanga and Manaakitanga

Geographic scale of company

Kaitiakitanga and Manaakitanga

"Kaitiakitanga" = guardianship, care and protection.
Provides a basis for an approach to sustainably managing the natural and cultural environment for current and future generations.
"Manaakitanga" means sharing exceptional and natural hospitality, knowledge and beliefs, on the basis of mutual respect between host and visitor.
Oram (2011) "Sustainability key to success" concludes companies adopted sustainable practices to:
1: improve efficiency and reduce costs
2: safeguard their reputation and
3: to spur growth

Family owned or operated

No
Yes
No
**Internal pressure to improve socially related activities**

**Factors influencing implementation environmental and/or social activities**

**External pressure to improve socially related activities**

**Information to facilitate sustainability strategy**

- "Clear cases with ROI figures-how it will improve the business"
- "e-File, paper-less environment"
- "Easy access to sustainable business ideas, suggestions for improvements, suggestions of good websites or and newsletters to follow"
- "Educating the upper management more frequently"
- "Government / Council initiatives"
- "Local Sustainable Innovation Expo"
- "Model templates"
- "Some direction from TNZ so that hotel strategy is in sync"

**Barriers to adoption environ/social activities**

**Organisational Membership by business (or staff)**
Conclusions

Respondents generally aware of positive effect of environmental and social sustainability practices, but not all have measurable goals.

Enthusiasm of managers, employees important as well as programmes such as Planet 21, CarbonZero.

More examples of sustainable practices.

Promulgation of international websites and organisations that assist with examples of sustainable business practices.

Further analysis of this dataset, ANOVA tests of business engagement by business/size.

Expand research beyond Auckland hotels across tourism providers, but determine who can respond to a survey, e.g. HS manager to increase initial response rate beyond 50%.

Thank You.
11th New Zealand Tourism and Hospitality Research Conference

9th – 12 December 2014

Venue
Novotel Tanui
Victoria Street, Hamilton

Conference Hosts

Department of Tourism and Hospitality Management

And

China-New Zealand Tourism Research Unit

The University of Waikato Management School
Registration form 4.00 pm 9th December
Tanui Novotel, Victoria Street
7.00 pm Reception

Conference Sessions
10th December
8.00 am onward - registration
9.00 am – 11.10am

The Union Room

Welcome Speeches

9.00 – 9.05
Chris Ryan – Conference Convenor

9.05 – 9.15
Ash Puriri  Indigenous Advisor

9.15 – 9.25
Kiri Goulter – CEO Hamilton-Waikato RTO.

9.25 – 10.00

Stephen Riley
Tourism Industry Association New Zealand

Tourism 2025 – The Policy Document of the Tourism Industry Association
Keynote Presentations
10.00 – 10.35

Professor Bao Jigang
Sun Yat Sen University
The changes in consumption patterns and the development of tourism in China

10.35 – 11.05

Andrew Johns
Ministry of Business Innovation and Employment
Chinese international visitors – past, present and future

11.10 – 11.30am Coffee Break

11.30 – 12.30pm Fairfield Room
Chair Person: Mirrin Locke

Hotel Operations
How does ICT adoption enhance customer experience? An investigation in luxury hotels in Shanghai
Lianping Ren, Peilai Wang & Hanqin Qiu Zhang

Tourism Products and Chinese Culture
Understanding the subjectivities of Chinese outbound tourists: New Zealand contemplates becoming China ready
Judan Zhang & Eric Shelton
Implementation of Employee Empowerment in Chinese State-owned Hotels as seen through the Lens of Cultural Barriers
Jun Wen, Tim Lockyer & Ann Zahra

Whitiroom Room
Chair Person: Bongkosh N. Rittichainuwat

Gender Issues
Workplace sexual harassment in the new gaming capital: a case of Macau
Ching Chi Lam, Fernando Lourenço & Natalie Sappleton

Sex and Risk in Women’s Tourist Experiences: Context, Likelihood, and Consequences
Liza Berdychevsky & Heather Gibson
12.30 – 1.30pm Lunch

1.30 – 3.00 pm Fairfield Room

Chair Person: Zhang Chaozhi

Nature Based Product

Developing Vataan Wetland as an eco-tourism destination
Christine Chung-Chuan

Birdwatching as a Potential Tourism Market on Kirimiti Island
Krisztian Vas, Nicholas Towner, Simon Milne

Visitor motivations for volcano tourism at Mount Pinatubo, Philippines,
Richard Aquino, Heike Schänzel & Ken Hyde

Pukete Room

Chair Person: Jeremy Buultjens

Forecasting
An analysis of volatility and forecasting error – The case of Mainland Chinese visitors to Macao
Joey Su Pek U & Wendy Tang Sio Lei

Cognitive biases and debiasing strategies in the design of tourism demand forecasting support system (TDFSS)
Gao Zixuan & Haiyan Song

Whiltiora Room

Chair Person: Joanne Fountain

Issues in Hospitality
No More Lolilolo! The Future Focus in Service Q Branded and Unbranded Hotels in Macao.
Lam, C.C. & Loi, K.I.,
The cause and consequence of China listed companies diversification into the hospitality industry
Caiping Wang and Honggang Xu

Visitor motivations for volcano tourism at Mount Pinatubo, Philippines,
Richard Aquino, Heike Schänzel & Ken Hyde

Service experience through the Eyes of Budget Hotel Guests: Do factors of importance influence performance dimensions?
Asad Mohsin & Jorge Lengler

Visitor motivations for volcano tourism at Mount Pinatubo, Philippines,
Richard Aquino, Heike Schänzel & Ken Hyde

What Are You Looking For? The Accommodation Preferences of the Girlfriend Getaway Market in Malaysia
Catheryn Khoo-Lattimore & Girish Prayag

3.00 – 3.30 pm Tea Break
3.30 – 5.00 pm Fairfield Room

Chair Person: Si Lei (Clara) Weng

**Special Interest Tourism**

Visitors’ Perceptions of Authenticity of Eco-cultural Tours in Kazakhstan.

Guillaume Tiberghien, Hamish Brenner & Simon Milne

Tourist Perspective of Dongba linguistic landscape

Yan Ren, Ke Wang & Honggang Xu

Chinese visitors’ interest and engagement with wine tourism in New Zealand: A comparison of short-stay holidaymakers and students

Joanna Fountain, Yuan Wen & David Menival

What is involved in halal tourism?

Adam Brown & Rubaiyet Khan

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Pukete Room

Chair Person: Farhad Moghimehfar

**Space and networks**

Planning for leisure and tourism precincts in post-disaster contexts: evidence from Christchurch, New Zealand

Alberto Amore

Are today’s migrants tomorrow’s tourists? Sustaining tourism in the Pacific using diasporan networks

Jenny Cave and Michael C Hall.

Differentiation or Agglomeration? A Spatial Approach to Investigate the Hotel Distribution in Guangdong Province of China

Lei Fang & Hanqin Qiu Zhang

How LCCs (Low Cost Carriers) affect tourism distribution in the Pacific region

Semisi Taumoepaeu

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Whitiora Room

Chair Person: Elisa Backer

**Rules, Regulations and Law**

Is It A Relation-based or Rule-based Governance Model of DMO in Rural Tourism: Hekou Village, Shandong, China

Jin Yi, Chris Ryan & Jenny Cave

A Study of Public Service Facilities Construction in China after China’s Tourism Law – an assessment: The example of Tourist Satisfaction with the Beijing Tourist Information Centre.

Juanjuan Zhang, Yuling Hamn and Kuan Zhao.

Does a corporate socially responsible incentive stimulate corporate social responsible involvement among hotel employees?

Murray McKenzie & Tim Lockyer

A Study of the Influence of the Tourism Law on China’s Tourism Industry

Han Yuling, Wu Binxin & Zhao Kuan

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5.30 pm Bus Leaves for Zealong  6.00 pm Bus Departs for Raglan
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<thead>
<tr>
<th>Time</th>
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<th>Chair Person</th>
<th>Speaker 1</th>
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<td>Pukete Room</td>
<td>Bongkosh N. Rittichainuwat</td>
<td>Cultural Distance in Tourist Behavior Research</td>
<td>Daisy Xuefeng &amp; Hanqin Qiu Zhang</td>
<td>Film Induced Tourism in China: Revisiting the classical site of Grand View Gardens</td>
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<td>Issues of Perception</td>
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<td>Developing reflective qualitative research skills among young Chinese researchers</td>
<td>Mary Mostafanezhad &amp; Hazel Tucker</td>
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<td>Early Career Challenges Faced by Event Management Graduates</td>
<td>Si Lei (Clara) Weng &amp; Kim Leng Loi (Connie)</td>
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<td>Impact of general and tourist self-efficacy and tourist worry on coping: Chinese tourists to Australia</td>
<td>Xin Cathy Jin, Lei Wei &amp; Suzanne Becken</td>
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<td>What affects Chinese tourists’ satisfaction with retailers in Macau?</td>
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<td>Social Sciences Educators’ Convention Selection Criteria in Choosing Competing International Conferences</td>
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- Bus Departs for Hobbiton 6.15 pm
12th December
9.30–11.00 am Fairfield Room

Chair Person Anne Zahra
Quiet Holidays?

Characterising the qualities of a rural holiday home village: Insights from Otematata, New Zealand

Mike Mackay & Jude Wilson

Not so) risky business: Commercially packaged volunteer tourism as a ‘safer’ travel option

Nico Schulenfark, Jane Godfrey & Stephen Wearing

In Quest for Buddhist Authenticity: A Pilgrimage tour to Sri Lanka

Cora Un In Wong

Chair Person Sue Beeton
Tourist Perceptions and planning
Chinese Tourist attitudes towards pollution in the new capital of gaming: A case of Macau

Fernando Lourenço

Tourist’s perception of responsibility and its antecedents

Jun (Tom) Gao & Chaozhi (Taylor) Zhang

Strategic Planning for Destination Competitiveness: A Comparison of USA and Australia / New Zealand

Rick Perdue, Nancy G. McGehee, Whitney Knollenberg & B. Bynum Boley

Chair Person Asad Mohsin

Special Subjects

Exceed Customer Expectations of Service Quality: The Case of the Haidilao Hotpot Company

Rosanna Chen and James Shen

A Dysfunctional Network - The Auckland MICE Sector 2008-2011

Mirrin Locke

Exploring social media’s effect on airlines brand and users’ behavior intention

Yi Hsin Lin, Chrystal B Zhang & Lai Yu Shun

11.00 – 11.30 am
Coffee Break

11.30 – 12.15 pm
Best paper awards
Announcement of next conference venue